Watch for Me NC Application 2022

The Watch for Me NC program is now accepting applications from communities interested in participating in the 2022 program. **NEW:** Communities that participated in the 2021 program year are exempt from the 2022 application process; the Highway Safety Research Center technical team will share more information renewing participation in the 2022 program year soon. Communities that did not participate in 2021 must complete the application.

The [Watch for Me NC](https://www.watchformenc.org/) program aims to reduce pedestrian and bicycle injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and leveraging specific law enforcement efforts. Strategies include increasing public awareness and expanding local capacity to improve bicycle and pedestrian safety. [Watch for Me NC](https://www.watchformenc.org/) is a nationally recognized, award-winning bicycle and pedestrian safety program that is now being emulated by other states.

Please visit our Watch for Me NC website for more information on how to apply: <http://www.watchformenc.org/about/participate/>. An informational webinar providing further details about requirements and the application process is available on the same webpage.

Please complete the following application to apply to the Watch for Me NC program. This application will take approximately 30 minutes to complete; however, you will need to consult with multiple community stakeholders in advance to complete it. To ensure collaboration and a holistic approach to your local WFM efforts, **letters of support are required from at least three different agencies, departments or organizations** stating how they will contribute to and support these efforts as members of your coalition. A letter of support from each entity identified as leading and/or being a member of the Partner community’s local WFM coalition is required. Please plan accordingly.

You must use the same computer and browser for each session if you need to pause and return to complete this application over multiple sessions. Do not clear your browser's cache if you plan to return to complete the application later. All responses will be automatically saved at the end of each session and will be available until you submit the final response.

You must **complete your application by 5pm on Friday, February 18, 2022** to be considered for the 2022 program cycle.

Name of Individual Completing Application

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Email of Individual Completing Application

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What city, town, county, university, or region is applying as the Watch for Me Partner community?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In what County is this community primarily located?

Alamance (1) ... Yancey (100)

If your Watch for Me Partner community will serve multiple cities, counties or universities, please list all those who will be reached.

* We will not serve multiple cities, counties or universities.
* Cities, counties, universities served/reached are: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Is this the first time you have applied as a Community Partner for the Watch for Me NC program?

* Yes, this is the first time my community has applied to be a Partner
* No, but my community has been inactive in the Watch for Me program for some time

**Lead and Supporting Agency Information**   
  
“Partners” are community coalitions that involve several local organizations, agencies, or departments to conduct the Watch for Me NC program locally. It is up to each coalition to determine who will serve as the lead agency and point of contact for your Watch for Me NC program. This person typically champions the program and manages its activities.

Who will serve in this role for your Partner community?

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[insert data collection fields to get Lead Agency POC info]

Each community coalition comprises a unique mix of representation from different stakeholders, but each Partner is responsible for carrying out education, outreach, and enforcement activities through its coalition. Education and outreach activities may be led by any entity in the coalition with experience in public education campaigns and who wish to strengthen ties between safety, law enforcement, and community. Enforcement activities require the involvement of the local law enforcement agency.   
   
Below, please indicate your primary enforcement and education/outreach leads who will manage the enforcement and outreach components of the program and be responsible for reporting activities to HSRC and ultimately, the GHSP. Note that these points of contact may be the same as your overall contact above, or may be handled through others in your coalition.

A Letter of support is required to supplement your application for each agency represented here (i.e., the Lead Agency, Law Enforcement Agency, and Education/Outreach Agency). See more details in the Letters of Support section later in this application.

Law Enforcement Point of Contact for Partner Community

|  |  |  |
| --- | --- | --- |
|  | Main Contact | Secondary Contact |
| Name |  |  |
| Title |  |  |
| Law Enforcement Agency |  |  |
| Email |  |  |
| Work Phone |  |  |
| Address\*  \*WFM Program materials will be shipped to the enforcement agency.  Please include full physical address including street number, city, and zip code. (No PO Boxes) |  |  |

Education/Outreach Point of Contact for Partner Community

|  |  |
| --- | --- |
|  | Main Contact |
| Name |  |
| Title |  |
| Agency/Organization |  |
| Email |  |
| Work Phone |  |
| Address |  |

What other community organizations or departments will support your Watch for Me NC efforts? Other community organizations beyond law enforcement agencies **must** participate in Watch for Me NC programming to support a holistic approach. Examples include universities and colleges; health departments, planning and/or engineering departments, chambers of commerce, transportation agencies, local Safe Routes to School coalitions, bicycle clubs, advocacy organizations, school districts, educators, and others. Please list all other local contacts who will serve as the basis of your coalition.

Note: A Letter of support is required to supplement your application for each entity represented here (i.e., the Lead Agency, Law Enforcement Agency, and Education/Outreach Agency). See more details in the Letters of Support section later in this application.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Contact 1 | Contact 2 | Contact 3 | Contact 4 |
| Name |  |  |  |  |
| Title |  |  |  |  |
| Agency/Organization |  |  |  |  |
| Email |  |  |  |  |
| Work Phone |  |  |  |  |
| Address |  |  |  |  |

**The NCDOT provides an online database (**[www.pedbikeinfo.org/pbcat\_nc](http://www.pedbikeinfo.org/pbcat_nc/)**) with police reported bicycle and pedestrian crashes.   Using the** [Pedestrian Data Query](http://www.pedbikeinfo.org/pbcat_nc/_pedquery.cfm) **tool and the** [Bicycle Data Query](http://www.pedbikeinfo.org/pbcat_nc/_bikequery.cfm) **tool, please record crash counts for the primary County in which your Partner Community is located to reflect a sum of the last five year period (2015-2019) for each mode (e.g., pedestrian crashes) and combined (e.g., pedestrian + bicycle crashes).**   
  
To use the tool, go to either the [Pedestrian Data Query](http://www.pedbikeinfo.org/pbcat_nc/_pedquery.cfm) or [Bicycle Data Query](http://www.pedbikeinfo.org/pbcat_nc/_bikequery.cfm) link provided.  Select your Partner community's County in Step 1.  For Step 2, select "Last 5 Years" to auto-populate 2015-2019.   Then, select a "one-way table" in Step 3.  For Step 4, select the "Bicyclist Injury" or "Pedestrian Injury" variable, and submit your query.  Report "K: killed total" in Fatalities below.  Sum "A," "B," and "C" injuries to record as Injuries below.

|  |  |  |  |
| --- | --- | --- | --- |
|  | County Pedestrian Crash Count | County Bicycle Crash Count | County Total 5-year Pedestrian and Bike Crash Count |
| Fatalities |  |  |  |
| Injuries |  |  |  |
| All (Fatalities+Injuries+Crashes not resulting in a Fatality or Injury) |  |  |  |

Choose your County's Population from the 2010 Census:

▼ Alamance County 151131 (1) ... Yancey County 17818 (100)

**Letters of Support**

A letter of support from **each entity identified as leading and/or being a member of the Partner community’s local WFM coalition is required**. Letters of support are required from at least three different community organizations stating how they will contribute to and support Watch for Me NC efforts.

Letters from the *lead agency* should state that the agency accepts responsibility to serve in that role, attend check-in calls with HSRC staff, participate in required Watch for Me NC trainings, action planning meetings, and perform outreach, education, and/or enforcement events and report local activities.  

Letters from the *law enforcement agency* involved should state at a minimum that the agency will commit to:

1. Sending select law enforcement personnel to a minimum of three (3) Watch for Me NC training modules (each module is 2 hours) on topics like traffic laws and enforcement practices, engineering countermeasures, crash data, investigation, and reporting.
2. Sending select law enforcement personnel to attend a 4-hour kick-off planning meeting
3. Fully support the enforcement and public education efforts needed to successfully implement the Watch for Me NC program and report enforcement activities in a timely manner.

Lettersfrom the *education and outreach lead agency* and any other organizations identified as coalition members should state that the agency accepts responsibility to serve in that role and commits to attending the kick-off planning meeting. These letters should include:

1. A description of the specific role of the member agency in supporting the Watch for Me NC program
2. A commitment to attending a 4-hour kick-off planning meeting.

**Please package all letters of support into one combined PDF file and upload below.**

**Narrative Description for New Communities**  
Please type your answers after each question, adhering to the character limits.

**What is your community's motivation for joining the Watch for Me NC program?** What goals do you want to achieve as a Partner community? How will the program be of value to your community, and what will you do to build off of past work? *(2,500 characters maximum)*

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**What are the general conditions for walking and biking in your community?**

Consider the entire area to be served. Describe places where there are high numbers of pedestrians and/or bicyclists, and share the most prevalent concerns within your community with respect to pedestrian and bicyclist safety.  Information included here may be part of a local or regional bicycle and pedestrian plan or other adopted plan and/or reflect on crash data trends or spatial understanding of crashes. *(4,300 characters maximum)*

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**What programs, activities, and/or initiatives are currently in your community to improve walking and biking?** This can include education, enforcement, engineering and/or planning efforts underway or undertaken in the recent past. Describe relevant plans that identify or support these efforts. Identify which coalition members or stakeholders are responsible for or involved in these activities. *(2,500 characters maximum)*

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**Describe how the role of managing and/or implementing the Watch for Me NC program will fit into the lead person's existing job description and how much time can be devoted to Watch for Me NC related activities.**Note that past Watch for Me NC partner leads reported spending an average of 20 hours per month to manage program activities, and often more time is spent during peak periods *(2,500 characters maximum)*

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**Please describe your succession plan for managing the program.** Describe how other staff in the lead agency or in your coalition will provide management support and what steps will be taken to ensure program management activities transfer in the event that the lead person vacates that role.*(2,500 characters maximum)*

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**Describe local law enforcement’s current approach to bicyclist and pedestrian safety and how the law enforcement agency will participate in Watch for Me NC.** This description may include local government police units, campus police, the State Highway Patrol, and/or the sheriff’s office. Specifically mention efforts (past and planned) to enforce pedestrian or bicycle-related traffic laws. Give examples of some positive working relationships/collaborations between the law enforcement agency(s) and the community and describe how Watch for Me NC can help deepen this positive relationship. Explain what the current level of understanding of the laws are related to pedestrian and bicyclist safety within the law enforcement agency’s workforce and their ability to enforce those laws.  *(2,500 characters maximum)*

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**How will your coalition coordinate and work together to plan and report on Watch for Me NC efforts?** For example, this may be forming (or continuing) a task force, holding regular meetings, or setting up an online forum for documenting and sharing information. Describe any plans to initiate or improve coordination and communication across the coalition members. *(2,500 characters maximum)*

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**What events or activities will you attend or host to engage the community at large or other stakeholders on Watch for Me NC?**Describe your plans for outreach at these events or meetings, who you will engage (if a specific population is identified), what key messages will be conveyed and how (e.g., disseminating print or other materials, conducting trainings, etc.), and what information will be gathered.  *(2,500 characters maximum)*

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**What creative, resourceful, and inclusive strategies will your Partner community leverage to further support the program?** For example, if your community is served by a transit system, your community may consider working with the transit agency to help display Watch for Me NC messaging, or you may leverage other donated resources to further the program's reach. *(2,500 characters maximum)*

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